

REMARKS

Claims 1, 2, 5-28 and 38-41 remain pending in the application.

Claims 9-13 over Hoffman

In the Office Action, claims 9-13 were rejected under 35 U.S.C. §102(e) as allegedly being anticipated by U.S. Pat. No. 6,980,670 to Hoffman ("Hoffman"). The Applicants respectfully traverse the rejection.

Claims 9-13 require **creating** a wireless service account in response to a user having actively interacted with a given web site.

Hoffman teaches a reward system wherein the "recipient's rewards are calculated from the recipient's product purchases pursuant to the reward provider's proposed commercial transaction" (col. 4, lines 4-6). "The recipient rewards registry may take many forms: it may be a registry of immediate cash discounts or rebates provided to the recipient during a commercial transaction; it may be the accrual of points which are credited towards the future purchase of a product or service, such as an automobile, frequent flier miles, or free air time for phone calls." (see Hoffman at col. 4, lines 14-20). "The rewards within the registry may be tied, for example, to certain product purchases, certain purchasing patterns reflecting frequency or loyalty, or certain purchase dollar amounts." (see Huffman at col. 4, lines 21-24).

Thus, Hoffman discloses a system and method that rewards a recipient for product purchases, purchasing patterns, or purchase dollar amounts. However, Hoffman's rewards are stored in a "registry" that is pre-established for the recipient (see col. 13, line 54-col. 14, line 7). Hoffman fails to **create** a wireless service account in response to a user having actively interacted with a given web site, as recited by claims 9-13.

Accordingly, for at least all the above reasons, claims 9-13 are patentable over the prior art of record. It is therefore respectfully requested that the rejection be withdrawn.

Claims 1, 2, 5-8, 21-28 and 38-41 over Katz in view of Hoffman

In the Office Action, claims 1, 2, 5-8, 21-28 and 38-41 were rejected under 35 U.S.C. §103(a) as allegedly being obvious over U.S. Pat. No. 6,424,706 to Katz et al. ("Katz") in view of U.S. Pat. No. 6,980,670 to Hoffman et al. ("Hoffman"), and claims 14-17, 19 and 20 rejected under 35 U.S.C. §103(a) as allegedly being obvious over Hoffman in view of Katz. The Applicants respectfully traverse the rejection.

Claims 1, 2, 5-8 and 21-28 recite a system and method to **create** a wireless service account in response to an entity having actively interacted with a given web site of a seller of goods or services. Claims 38-41 recite a system to **create** a wireless service account in response to the entity having actively interacted with an e-tailer web site.

The Examiner acknowledged that Katz "fails to teach crediting wireless airtime units to a wireless service account based on an interaction of an entity with a web site of a seller of goods and services." (see Office Action, page 4). However, Katz has a user setup an account using a self-service kiosk or human assistance (see Katz at col. 14, lines 7-23). Katz fails to teach a system and method to **create** a wireless service account in response to an entity having actively interacted with a given web site of a seller of goods or services/ in response to the entity having actively interacted with an e-tailer web site, as recited by claims 1, 2, 5-8, 21-28 and 38-41.

As discussed above, Hoffman fails to disclose a system and method to **create** a wireless service account in response to an entity having actively interacted with a given web site of a seller of goods or services/ in response to the entity having actively interacted with an e-tailer web site, as recited by claims 1, 2, 5-8, 21-28 and 38-41.

Thus, Katz in view of Hoffman and Hoffman in view of Katz, either alone or in combination, fails to disclose, teach or suggest a system and method to **create** a wireless service account in response to an entity having actively interacted with a given web site of a seller of goods or services/ in response to

the entity having actively interacted with an e-tailer web site, as recited by claims 1, 2, 5-8, 21-28 and 38-41.

Accordingly, for at least all the above reasons, claims 1, 2, 5-8, 21-28 and 38-41 are patentable over the prior art of record. It is therefore respectfully requested that the rejection be withdrawn.

Conclusion

All objections and rejections having been addressed, it is respectfully submitted that the subject application is in condition for allowance and a Notice to that effect is earnestly solicited.

Respectfully submitted,



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